

LCN Fund Full Submission
Supplementary Answer Form

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Project code:	UKPNT205	Question Number	UKPNT205 - 24
Question date	17 September 2013	Answer date	19 September 2013
Submission section question relates to	2: Project Description		
Topic	Recruitment		
Question	Please outline the approach to customer recruitment during the 3 month window identified.		
Notes on question			
Answer	<p>Before recruitment can commence, there are a number of key tasks that will need to take place:</p> <ul style="list-style-type: none"> • Agreeing data protection protocols between project partners (this is part of the pre delivery activity); and • Identifying eligible households (i.e. British Gas electricity customers who are also fuel poor and vulnerable). The process for this is described in appendix I of the original bid submission. • Recruiting and training the field officers • Developing materials and setting up the project website. • Testing the key messages, branding, incentives and methods for recruitment via a set of focus groups with participants broadly reflective of the target audience. <p>Having identified the pool of eligible participants, it is anticipated that the process for recruitment will be as follows (but that this will be refined following the results of the focus tests):</p> <p>UK Power Networks will work with project partners to recruit customers to participate in the trial. We will aim that the recruitment process will achieve 550 participating households.</p>		

Approach

The research carried out to inform the development of this strategy has shown that the recruitment process should be kept as simple and easy as possible to maximise uptake.

In order to ensure the robustness of the research, and minimise self-selection bias, British Gas customers who fit the project eligibility criteria will be identified and a sample of 1100 drawn. Recruitment will then target those 1100 customers. The sample of 1100 assumes a recruitment success rate of 50% thus giving the final required sample size of 550. This process will allow calculation of the non-response rate for the project and help in assessing the uncertainty arising from non-response bias.

For specifics, we recommend that the approach to recruitment should:

- Be 'invitation' led.
- Be predominantly face to face, with an out of hours service (e.g. early evenings and weekends) to maximise the effectiveness of the use of door knocking to recruit identified participants.
- Adopt a planned and systematic approach involving an initial visit (with information left for householder to look at) and follow up visit(s) at which householders can sign up to take part
- Deploy very simple questionnaires, terms and conditions.
- Be timely in terms of a short lead-time between recruitment and activity.
- Be supported by high-quality and effective communications and participant information.

Process

Initial recruitment will include:

- Direct, personalised letters of invitation to the households from the project. Ensuring this invitation comes from a known, trusted organisation will maximise response. Pilot work will be done with focus groups as outlined above to determine who this community trusts and their help elicited. This will help us determine whether these letters will come from either the local project partners (i.e. the appropriate housing provider), the electricity supplier, British Gas or other trusted entity.

The most effective method to recruit this target audience to programmes is making face to face contact through door knocking, supported by local events. Therefore initial invitations will invite potential participants to:

- Register online or via text / phone;
- Attend one in a series of fun events where information on the trial will be presented; or
- Request a visit to find out more about the trial.

This process will be run in a series of tranches until the target recruitment numbers are reached. If during this process some customers initially identified as eligible from the British Gas database turn out not to fit the criteria, a letter will be sent to these households explaining why they cannot be included, together with some information on energy saving.

Online/phone registration

Having read the letter of invitation, some householders may be certain that they would like to take part in the trial and therefore be keen to sign-up right away. Householders will be given the option of signing up online, by text or by phone.

Events

A series of local events will be held; it would be proposed that these would be in conjunction with existing events run in the local areas or otherwise independent events run. These may be during the day or at weekends/evening, to maximise the chances of interested householders being able to attend. If householders wish, they may attend these events to find out more about the trials and the implications of taking part. The events will be designed to be fun and engaging. There will be a presentation on the trials and an opportunity for attendees to ask questions. At these events, attendees may choose to sign up then and there, or to choose a visit from a field officer to find out more.

Visits

Trained fieldworkers will contact householders requesting a visit and will make an appointment with them for that visit. Visits will be reconfirmed by phone 24 hours ahead of the appointment, giving potential participants the option to cancel. Visits will be designed to be friendly and informative, emphasising the benefits of the project more broadly, and for them participating in the project.

A schedule of visits will be developed. At the initial visit, there are a number of options:

- The householder signs up and therefore moves to the installation and support stage
- The householder needs more time, information, support; the field worker arranges to make another visit at which point the householder either signs up or decides not to take part (in which case contact is closed).
- The householder decides they do not wish to take part and contact with them is closed.
- There is no answer at the appointed time; the field worker re-contacts the householder to arrange the visit.

The first contact visits will follow an agreed protocol with the purpose being to:

- Promote the advantages of being part of the programme.
- Encourage the householder's confidence in the programme and what they will get from it.
- Outline the structure of the trials and highlight that they may be allocated to either the intervention group or the control group in Trial I, but that everybody will be participating in Trial II.
- Introduce the compensation framework
- Outline the terms and conditions.
- Explain what happens next and work through the installation process.
- Outline the support they will receive and what they need to do.
- Establish whether the householder has any specific support requirements.
- Find out the householder's preferred method of contact (e.g. text, phone, email, post).
- Secure full informed customer consent.

	<p>The visit will be supported by an engaging and well-designed welcome pack. This may be quite basic at this point, with more information being supplied as the process progresses.</p> <p>The outcome of the recruitment process will be a group of participating households who are enthused and informed about the process and have all the information they need, with field workers being aware of their specific and potential support requirements.</p>
Attachments	
Verbal Clarifications (Consultants)	